



## **PRESS RELEASE**

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## **FRISCO POLICE IN PARTNERSHIP WITH THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN HOSTS TAKE 25 EVENT TO COMMEMORATE NATIONAL MISSING CHILDREN'S DAY**

**FRISCO, TX** – The National Center for Missing & Exploited Children® (NCMEC), in partnership with the Frisco Police Department, will be observing National Missing Children's Day this year by participating in the national Take 25 child safety campaign. A child fingerprinting event will be held on May 30th in the Frisco Police Department training room from 3p-6p. We will provide child ID booklets and participants will need to fill out the booklet and provide a current photograph of their child.

May 25 has been observed as National Missing Children's Day since it was first recognized in 1983. National Missing Children's Day serves as an annual reminder that there are thousands of children who are still missing and stresses the importance of making child protection a national priority. The Take 25 campaign is a national child safety public awareness campaign created in 2007 by the National Center for Missing & Exploited Children. The campaign encourages parents to take 25 minutes to talk to their children about safety and ways to prevent abduction. The campaign begins on May 1 and continues throughout the month of May every year in communities throughout the country.

"Safety of our children is at the top of our list, but it begins at home. Set aside 25 minutes with your child (or children) and talk about personal safety." said Chief John Bruce

Every year in America, an estimated 800,000 children are reported missing, more than approximately 2,000 each day. Of that number, it is estimated that 200,000 are abducted by family members and approximately 58,000 are abducted by non-family members. Each year, it is estimated that 115 children are the victims of the most serious abductions; they are taken by non-family members and either murdered, ransomed or taken with the intent to keep.

An analysis of attempted abduction cases by NCMEC found that in 84% of cases, the child escaped would-be abductors through their own actions. Teaching children about safety works. It saves lives.

More info can be found at <http://www.take25.org/> and <http://www.missingkids.com/home>.

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